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DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

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FIRST WITH THE FILM NEWS IN CANADA

RAY LEWIS
FOUNDER
1915-1954

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Two A Month From RKO—Dozier

By JAY L. SMITH

beam

The Yuletide Season is upon us once more, complete with Xmas parties, Xmas bonuses, etc. According to reports, a number of the companies are cutting down this year in all phases of Xmas giving. In the old days, when parties, bonuses and Xmas gifts came out of the profits, and actually served to reduce the income taxes, we could all afford to be the very epitome of Santa Claus. It was wonderful to give, and when it was painless, as it was in the lush years, everybody seemed to want to outdo the other guy, in being a big shot at Xmas time.

Now the story is a little different; with the exception of possibly one or two companies, every film distributing company in Canada is down considerably this year over the past few years. As for exhibition, only a handful of theatres in the entire country, are up in gross this year, and operating costs have continued to rise with the result that the profit picture is even worse.

So it is that the naturally generous impulses of a number of those in the motion picture industry in Canada, are being curbed considerably this year, and undoubtedly this will result in disappointment for a number of employees. However, these are difficult days we are passing through. Undoubtedly the tide will turn, and possibly next year may show a much brighter picture than this past one. Those employees who are really interested in their jobs, and in the business in which they are employed, will accept the situation, and understand the economics of it. Those who could not care less, and are strictly clock-watchers, will forget all the favors received in the past,

(Continued on Page 6)

Labow Reports 12-15 From RKO In '56—Good News For Exhib.

Toronto: Jack Labow, RKO Canadian general manager announced last week that he was taking all his branch managers on a special two day trip down to St. Louis, Dec. 16, where a number of the current releases of RKO will be screened. Included in the group, Mr. Labow stated, will be "The Conqueror", which will be shown at the Capitol, Ottawa, sometimes in January as part of a one night International Premiere in the capitals of the world.

Mr. Labow in the same announcement made available a state-

(See LABOW Page 3)

CBC Rejects Famous Bid In Windsor

Ottawa: The CBC Board of Governors has denied the application for the transfer of control of Stations CKLW-TV and CKLW at Windsor, Ont., to Paramount Windsor Theatres Limited from

(See WINDSOR Page 6)

NEW PRESIDENT FOR QUEBEC ALLIED

DORIS ROBERT, GRANBY, QUE., ELECTED PRESIDENT, QUEBEC ALLIED AT ANNUAL MEETING IN MONTREAL, SUCCEEDING BILL LESTER, UNITED AMUSEMENT CORP.

Saint John Film Industry Pay Tribute To Film Vet Reg March

Saint John: The local Motion Picture Industry on Thursday evening, December 8th, paid tribute to Reg. March, its 'Man of the Year' at a Testimonial Dinner at the Admiral Beaty Hotel, Saint John, N.B.

Mr. March, Branch Manager since 1922 of Fox Film Company, now known as Twentieth-Century Fox Corporation, officially retired on December 3rd, but will carry on with this Company in an advisory capacity.

The life history of this charming gentleman reads like an old-time Horatio Alger story, and should prove an inspiration to many who today are just entering this great Industry. Born in Surrey, England, he moved to Montreal at a very early age. His first job was with Specialty Film Co. (Pathe) in 1913 as Advertising

(See REG MARCH Page 6)

TV Viewing Increases During Night Time

Toronto: Here are figures compiled by International Surveys and published in last week's issue of Marketing, giving percentage and number of homes listening to radio and viewing TV in October and September in the Toronto, Montreal and Vancouver areas.

(See TV VIEWING Page 7)

WB Gets 4 Out Of 5 Audience Awards

Los Angeles: The winners of the first Audience Awards Election were announced Tuesday to a festive gathering of Hollywood notables at a banquet in the Beverly Hilton Hotel.

By popular acclaim of moviegoers throughout the country, the late James Dean and Jennifer Jones were declared to have given the best performances in pictures released from Oct. 1, 1954, through Sept. 30, 1955.

Tab Hunter and Peggy Lee, the singer, were chosen as the "most

(See AWARDS Page 6)

Paramount, Red Deer Opened By Purnell's

Red Deer: New theatre in Red Deer, Alta., is the Paramount, operated by Purnell and Sons who now have three theatres in Red Deer, two in Lacombe, two and a drive-in at Ponoka, three in the

(See PURNELL Page 6)

H. Swartz, Elected President Man. & Sask. Picture Pioneers

Winnipeg: The 12th Annual Meeting of the Manitoba and Saskatchewan Motion Picture Pioneers was held at the St. Charles Hotel on Monday, December 5th at 2 P.M. Road conditions prevented many out of town members from attending but there was a good representation from the city. Benevolence of the needy within the industry being the main concern of the Picture Pioneers, considerable time was spent in discussing this phase of their

(See SWARTZ Page 3)

New Association

Saint John: A meeting of theatre operators in the Saint John area was held in the offices of the Mayfair Theatre on November 24th with F. Gordon Spencer in the

(See ASSOCIATION Page 6)

2,090 DAILY STAR CARRIER BOYS PARENTS GUESTS OF FAMOUS PLAYERS AND 20th-FOX AT SPECIAL SCREENING OF "GOOD MORNING, MISS DOVE," EGLINTON AND UNIVERSITY THEATRES, TORONTO

"Look at that 'Tender Trap' fella go! He's passed me — and I was a Champ!"

"I didn't think I could be topped but that 'Tender Trap' chap has done it!"

"BOOK ME BOYS FOR A LONG RUN!"

"THE TENDER TRAP" IS THE INDUSTRY's No. 1 HIT!

Tops in Variety's box-office toppers of the industry. Outgrossing famed "Blackboard Jungle" in Central and Southwest divisions. 118% of the great "Love Me Or Leave Me" business. Extended run engagements terrific because it's the biggest "word-of-mouth" attraction in years! HOLD EXTRA TIME!

★

M-G-M presents in CinemaScope "THE TENDER TRAP" starring Frank Sinatra • Debbie Reynolds David Wayne • Celeste Holm • with Jarma Lewis • Screen Play by Julius Epstein • Based on the Play by Max Shulman and Robert Paul Smith • And presented on the New York stage by Clinton Wilder Photographed in Eastman Color • Directed by Charles Walters • Produced by Lawrence Weingarten

LABOW

(Continued from Page 1)

ment made by William Dozier, new production chief of RKO, in which Mr. Dozier announced that RKO hoped to make available from 12 to 15 feature films in '56.

The first film to be sponsored by the studio's new owners, General Teleradio, Inc., is scheduled to go before the cameras the second week in January. It is titled "The First Traveling Saleslady" and will be directed and produced by Lubin with Ginger Rogers.

Mr. Dozier said that his aim is to gear R.K.O. production as quickly as possible to the point where the studio can send two pictures a month to its distributing organization for release to theatres. He said the company itself would make pictures and that staff producers, writers, directors and a roster of contract performers were in the process of being assembled for this purpose. He added that R.K.O. also would make deals with independent producers and provide them with financing as well as production and distribution facilities.

Mr. Dozier said that David O. Selznick, who has his own independent company within the R.K.O. framework, is endeavoring to put an unannounced picture into production before he tackles Ernest Hemingway's "A Farewell to Arms." The latter is not slated to be started before early summer.

He stressed that re-establishment of the company as an important contributor to theatrical film production was the primary goal of himself, Daniel T. O'Shea, the president; Charles Glett, executive vice president, and Thomas O'Neil, R.K.O. board chairman and president of General Teleradio.

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To Nanaimo
From Grand Prairie
To Granby
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Theatre Screen Advertising
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10940-122nd St. EDMONTON 8-2508
QUEBEC CITY 3-5755

Across the Country

Toronto

Jim Dickinson of the Hyland Theatre, London, issued an unusual warning for the engagement of "The Wages of Fear" prior to opening Dec. 2. He offered the following advice: "We respectfully urge persons of a delicate nervous or cardiac condition to forego seeing 'The Wages of Fear'. This is not just a thriller by our standards but a film that is potentially dangerous."

• • •

Manager Ed Lamoureux of the Palace Theatre, Windsor, featured a "Mammoth Horror Marathon" as a midnight show Dec. 2 for which he offered "Brave Awards" in the form of a single pass for a coming show to patrons who sat through the triple bill consisting of "Invisible Ghost", "The Monster and the Woman" and "Death Kiss". The one admission price for all seats was 75 cents.

• • •

Manager Bill Burke of the Capitol Theatre, Brantford, has continued to keep busy with special performances. On Saturday, Dec. 3, he featured an Elmer's Theatre Party for which there was a stage show and radio hook-up under the auspices of the Milk Foundation and the Miller Oil Co., and two bicycles were given for a contest as well as other prizes. On Sunday night, Dec. 11, he had the Brantford Symphony Orchestra in a concert.

• • •

Jack Carson, the much-publicized man who catches bullets in his teeth, was featured by Manager Ed Leigh at the Biltmore Theatre, Kingston, on the stage in connection with the film engagement of "Violent Saturday" starting Dec. 5.

Winnipeg

Out of town visitors to Film Row included F. Meloche, Pontiex, Sask., Walter Johannson, Pine Falls, Man., Eldon Flynn, La Fleche, Sask., Mr. and Mrs. O. Polenske, Fort Frances, Ont., Mr. and Mrs. G. Miller, Wynyard, Sask., A. E. MacLean, Rainy River, Ont.

• • •

Mr. E. B. Harrison, Dominion Sound theatre service engineer, has been transferred temporarily to the Vancouver district to look after the newly acquired Odeon service work there.

• • •

The Savoy Theatre, Wolsley, Sask., owned by J. Gunn, and the Gaiety Theatre, Killarney, Man., owned by Gordon Cowan, have installed CinemaScope.

• • •

The Manitoba Exhibitors Association held an emergency meeting on Thursday, December 8, in the offices of Western Theatres Ltd., New Hargrave Bldg., Winnipeg. Chief topic of discussion was ways and means of trying to reduce or eliminate the amusement tax in the Province of Manitoba.

REG MARCH TESTIMONIAL DINNER: Left to right, Dawson Exley; Issy Davis; Reg March and Peter Myers.

SWARTZ

(Continued from Page 1)

activities Officers elected for the year 1956 are as follows:

President H. Swartz, Vice-President A. Feinstein, Secretary-Treasurer D. Wolk, Social Committee Chairman H. Hurwitz, Membership Committee Chairman S. Gunn, Publicity H. Gray.

Board Members: D. Rothstein, Winnipeg; S. Swartz, Winnipeg; J. Ferguson, Winnipeg; C. Krupp, Winnipeg; R. D. Hurwitz, Winnipeg; D. MacKenzie, Estevan, Sask.; W. Winterton, Saskatoon, Sask.; G. Miller, Wynyard, Sask.; J. Todd, Morris, Man..

A Banquet and Dance was held in the evening with members and their ladies attending. Chairman J. Biggerstaff extended a hearty welcome to the members and guests. H. Hurwitz introduced the speaker of the evening M. J. Finklestein, Q.C. who delighted his audience by speaking in a friendly and informal manner. His remarks referred to humorous as well as serious incidents of pioneers within and without the industry and suggested that a greater population, a greater tolerance and a greater vigilance in the protection of our democratic rights should be the aim and ambitions of all true Canadians. His thoughts were expressed in a manner that one could not help but accept them as a personal challenge. H. Bishop thanked the speaker on behalf of the gathering.

C. Krupp had the pleasant duty of introducing five new members and giving them the official welcome of the Pioneers. Chairman Biggerstaff thanked the members for their co-operation.

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VILLA IS GREAT

World Premiere

IN SAN ANTONIO

'At the Interstate Majestic...BOFFO! Crowds and comment both terrific!'

IN HOUSTON

'At the Interstate Metropolitan...HOTSY! VILLA'S kick-off cinches B. O. score!'

EDMUND

presents

RORY CALHOUN · SHELLEY

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THE TREASURE O

with JOSEPH CALLEIA

"PICTURE OF THE MONTH ...successfully combines intrigue and emotional conflict...will fascinate both men and women."
—*REDBOOK*

"Producer Grainger's special skill is on exciting display...It plays great and ought to pay a fat profit."
—*M. P. DAILY*

Directed by
GEORGE SHERMAN • Produced by EDMUND GRAINGER

GOING GUNS!

IN DALLAS

At the Interstate Palace...SOCKEROO! Headed for blazing first stanza!'

IN FT. WORTH

At the Interstate Worth...SMASH! Grainger opus off to lusty start!'

RAINGER

VINTERS · GILBERT ROLAND

PANCHO VILLA

SUPERSCOPE

Print by **TECHNICOLOR**

Distributed by RKO RADIO PICTURES

"Mucho action south of the border...a top-notch shoot 'em and slug 'em outdoor adventure story."
—AMERICAN MAGAZINE

"Thrills, suspense and high adventure...sets four people on an explosive mission transporting gold to Villa."
—CORONET

Screenplay by NIVEN BUSCH · Story by J. ROBERT BREN & GLADYS ATWATER

On the Beam

(Continued from Page 1)

and will start looking elsewhere.

This is still one of the greatest businesses in the world, and one that anyone who has been fortunate enough to be associated with, should be proud of. We have a past that is glorious, and a future that is as bright as the effort and enthusiasm we invest in it. Personally, we feel, like Rube Bolstad of Famous Players, that we have already rounded the corner, and are headed back up. Let's all pull together, exhibitors, distributors, and allied industries, so that the ride up can be just as fast, if not faster, than the ride down.

On Wednesday evening, the new crew for Variety Club Tent 28, was inducted into office, at a dinner meeting held at the new Sign of the Steer Restaurant. Over 200 barkers and wives attended the affair, which saw Chief Barker Harry Mandell turn over the reins of office to the new Chief Barker, Dave Griesdorf, and install Nat Taylor as 1st Assistant Chief Barker, Dan Krendel as 2nd Assistant Chief Barker, Al Troyer as Dough Guy, and Louis Davidson as Property Master.

Harry got a big laugh, as he introduced Dave Griesdorf as a man who took the job of Chief Barker so seriously, that he made arrangements with the company with which he was associated, to be able to devote ALL of his time to Variety, at no increase in salary. Dave pledged himself, and his crew, to advance the cause of Variety in the forthcoming year, and to promote a closer relationship between the crew and the barkers generally.

My sincere congratulations to veteran councilman Charlie Cashman, of Photo Engravers, who was re-elected to serve his 22nd term on the York Township Council, and to Don Summerville of the Prince of Wales Theatre, who was re-elected with an overwhelming majority as Alderman in Ward 8, Toronto City Council. Congratulations also, to our good friend, Nathan Phillips, who won a resounding victory for re-election as Mayor of Toronto.

Ernest Reid Joins ASN

Montreal: Ernest Reid, one of Canadas finest film directors and writer, has been retained by Associated Screen News Ltd. for further important film assignments.

Mr. Reid has been associated with Canada's Film Board, specializing on the "Canada Carries On".

REG MARCH

(Continued from Page 1)

Clerk and Shipper.

In two short years, while still a mere youth, he was transferred to Saint John as Branch Manager. In 1922 when Pathe amalgamated with Regal Films he left to become Saint John Manager for Fox Film Corporation.

To have been in the employ of the one Film Company as a Manager for thirty-three years proves that he was an indomitable Film salesman. He was a partner, for many years, until 1948, with the late Mr. Colin Danson in the Strand theatre at Sussex, N.B. He also operated other theatres in New Brunswick. He is the owner of the Film Center Building at Saint John.

Over the years he found time to take part in many worth-while Civic endeavors as evidenced by the following:

Chairman of City Recreation Committee, Members of Parks Commission, Member of Saint John Board of Trade, Member South End Improvement League, Past President, Motion Picture Pioneers, Past President, Saint John, Rotary Club, First President Film Board of Trade, Member of War Finance Committee of Film Industry First World War, Provincial Chairman of War Finance Committee of Film Industry, Second World War, Member of Saint John Power Boat Club, Newly elected Vice-President of Saint George's Society.

He is married and his wife being the former Marie Kathleen Golding, a member of a family long synonymous with the Entertainment life in Saint John. Mr. and Mrs. March have two sons, Walter R. and John A. March and a daughter Constance, Mrs. L. A. James of North Bay,, Ontario.

Attending Thursday evening's function from out of town was Mr. Peter Myers, General Manager, 20th Century-Fox, Mr. A. J. Mason of Springhill, N.S., President of the Maritime Allied, Mr. Lloyd Mason—and Mr. Jim McDonough, Famous Players Maritime District Supervisor from Halifax.

PURNELL

(Continued from Page 1)

Crow's Nest Pass, two in Cranbrook and one in Kimberley.

They are affiliated with Famous Players. A. W. Shackleford, Lethbridge, president of the Alberta Theatre Association, was chairman at the official opening of the Paramount.

AWARDS

(Continued from Page 1)

promising (actor and actress) new personality," and "Mister Roberts" was designated as the "best picture."

Miss Jones won for "Love Is a Many Splendored Thing,' Mr. Hunter for "Battle Cry" and "Track for the Cat," and Miss Lee for "Pete Kelly's Blues."

More than 15,000,000 votes, it is estimated, were cast at ballot boxes in more than 6,500 theatres during a ten-day period, starting Nov. 17.

The Audience Awards Election was sponsored by the Council of Motion Picture Organizations. The poll marks the first time that the public has had the opportunity, on a national basis, to vote year-end movie preferences.

George Murphy served as master of ceremonies. The personalities who participated in the awards presentation were Walt Disney, Rosalind Russell, Alec Guinnes, Grace Kelly and William Holden. The prize, which has been dubbed "The Audie," is a gold statuette.

ASSOCIATION

(Continued from Page 1)

chair. Those in attendance were as follows: J. M. Franklin, Mitchell Bernstein, Mitchell Franklin, Sam Babb, Harrison Howe, Lee April, Les Sprague and Jim Mitchell.

The meeting decided to form a managers' association, to handle problems of a local nature.

A discussion took place regarding the unfair taxation imposed on the Motion Picture business. It was brought out that the provincial government, always on the look-out for sources of revenue, took all they could while business was such that the Industry did not suffer too much from it. Now that the Industry was opposed by other forms of entertainment such as Television, horse-racing, Bingo, which were taking more and more of the entertainment dollar, the group felt it was time that action was taken towards getting the Amusement Tax abolished — or, at the most, set at 3 per cent which was the tax paid by other retail merchants on the sale of a commodity.

The fact was brought out at the meeting that there are 55 theatres in New Brunswick spread about every constituency in the province. All need help, or many of the small theatres may have to close, causing unemployment, and loss of revenue from theatres concerned and from other merchants, because of the movement of shoppers.

WINDSOR

(Continued from Page 1)

Western Ontario Broadcasting Limited.

The announced reason was that the move would give control to a company owned by Famous Players Canadian Corp. which has a half interest in TV stations at Kitchener and Quebec City. The Radio Act prohibited multiple control of radio and television stations, it was stated. For the same reason the transfer of a New Westminster station had been declined to The Southam Company which already had stations in Calgary and Edmonton.

"Santa" Promotion

Melville: Melville, Sask., went all out to welcome Santa and his 7 Reindeer, including "Rudolph", on Thursday, December 8th. Santa and his very much alive reindeer arrived in Melville at 2.30 p.m. and were followed in a parade by several floats provided by local merchants. After the parade Santa moved to the Paragon Theatre, where he and his reindeer appeared on the stage at 3 o'clock. Several youngsters were asked to assist Santa in his program during the afternoon matinee and treats were provided for the children in the audience. Santa also appeared at the two evening shows. Advance tickets were sold for the theatre, in order to hold sufficient seats for the many children who turned out.

NFB
This month
EYE WITNESS
reports on
MONTREALERS TAKE MOLIERE TO PARIS
(Paris)
SEAL HUNTING
(St. John's)
(Ask for Eye Witness 78)
BOOK THIS ALL-CANADIAN
NATIONAL FILM BOARD
SERIES
EVERY MONTH THROUGH
COLUMBIA PICTURES

Chatter... That Could Matter!

By MAX CHIC

One of the letters sent out by **Odeon's** advertising department in the current "Live Like A King Drive" utilized the names of many of our distribution companies to urge additional effort on the part of managers . . . here is the letter.

"Dear Mr. Showman: With such a short time to go before the Christmas rush begins, it is of **Paramount** importance that you make that extra effort to ensure a full mailbox of "Live Like A King" gifts coming your way.

"I have been advised by a reliable source that you are a wily showman — a real **20th Century Fox** — where exploitation is concerned, and certainly this is the time for the live manager to shock and **JAR** Organization to take advantage of the season.

"Nothing is more **Universal** than Christmas. Pep up your whole staff, especially the cashier; **Warner** to expect big business . . . then get out and **sell** "The Picture."

"Your "Live Like A King" catalogue shows what can be filling your mailbox this Christmas—even the most **United Artists** could not paint a rosier picture of your opportunities.

"Now get to it . . . I'm looking for business too!

"Yours festively, **S. Claus.**"

Digby House, Victim Daring Armed Robbery

Digby: Harley Wynn of the Capitol theatre, Digby, N.S., was the victim of a daring armed robbery late last Saturday night.

The robbery occurred shortly before 11 o'clock after the theatre had been closed for the night. Two men went to the second floor apartment in the building occupied by Mr. Wynn and asked him to go downstairs in the theatre, claiming they thought they had dropped a pocket-book. Mr. Wynn complied with the request, and when they reached the theatre lobby one of the men pulled out an automatic ordering Mr. Wynn to turn over the box-office money to him. Mr. Wynn opened the box-office and the men took some $60.00. The robbers had an accomplice outside the theatre with a car.

An alarm was sounded as soon as the men left but so far no trace of them has been found.

TV VIEWING

(Continued from Page 1)

Figures are based on average 15-minute period audiences as reported in the radio-tv panels in the three areas, which contain more than 65 per cent of homes with TV.

"Percentage of total homes" is the relation between the average number of homes listening or viewing, and the base figure.

Most noticeable trends in listening and viewing:

1. Predominance of TV in the evening, especially in the 7-10 p.m. period, noted most in Toronto, least in Vancouver.

2. Parallel increase in number of TV homes, with Toronto as pacesetter moving from 417,000 in the September period, to 449,000 in October.

3. Montreal area only region to show increased listening figures (in morning and evening periods only).

The evening swing to TV is shown most spectacularly in the Toronto area when the average number of homes viewing in the evening in October is 203,000 compared with 37,000 homes listening. Toronto is the only area recording a greater audience for TV than radio in the afternoon.

With a total October TV homes base of 365,000, compared with Toronto's 449,000, morning viewing is least popular in Montreal, with radio claiming 22 per cent of total homes in October, TV less than 1 per cent. Evening TV homes in Montreal rose from 143,000 in September to 186,000 in October, when 35 per cent of total homes watched TV in the evening, compared with a listening figure of 8 per cent.

Television ratings in the Vancouver area moved sharply upward in the October morning period, from 1,000 to 10,000. However, evening viewing figures for October, although higher than radio figures, are not as sharply in contrast as the Toronto and Montreal areas.

Alexander Succeeds Cooper At ASN

Montreal: Ken V. Cooper, Trailer Sales Manager for ASN, has resigned to take up residence in Toronto. He is succeeded by John Alexander, well-known personality in the Motion Picture Industry, who now becomes Theater Relations Manager.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Blood Alley (WB) C'Scope & WarnerColor with John Wayne.

SHEA'S
The Treasure of Pancho Villa (RKO) SuperScope & Tech. with Shelley Winters.

UNIVERSITY & EGLINTON
Lucy Gallant (Para.) VistaVision & Tech. with Jane Wyman.

LOEW'S
2nd wk. The Tender Trap (MGM) C'Scope & Color with Frank Sinatra.

UPTOWN
Tarantula (E-U) & Running Wild (E-U).

ODEON & FAIRLAWN
Count Three & Pray (Col.) C'Scope & Tech. with Van Heflin.

HYLAND & CHRISTIE
Passage Home (JARO) with Anthony Steele.

MONTREAL

LOEW'S
Sincerely Yours (WB) C'Scope & Warner Color with Liberace.

CAPITOL
Footsteps in the Fog (Col.) Color with Stewart Granger.

PALACE
2nd wk. Trial (MGM) with Glenn Ford.

PRINCESS
The Warriors (AA) C'Scope & Tech. with Errol Flynn.

SNOWDON - OUTREMONT - SEVILLE - STRAND
Tarantula (E-U) with John Agar.

WINNIPEG

CAPITOL
The Girl Rush (Para.) VistaVision & Tech. with Rosalind Russell.

MET
Queen Bee (Col.) with Joan Crawford.

ODEON
Illegal (WB) with Edward G. Robinson.

LYCEUM
Down Three Dark Streets (UA) with Broderick Crawford.

GRAND
Private Hell 36 (Alliance) & Crashout (Alliance).

CALGARY

CAPITOL
The Deep Blue Sea (20th-Fox) C'Scope & Color with Vivien Leigh.

PALACE
Texas Lady (RKO) Superscope & Tech. with Claudette Colbert.

UPTOWN
Rebel Without a Cause (WB) C'Scope & WarnerColor with James Dean.

GRAND
Mister Roberts ((WB) C'Scope & WarnerColor with Henry Fonda.

STRAND
The Lawless Rider (UA) & Naked Street (UA).

ST. JOHN

PARAMOUNT
The Texas Lady (RKO) Superscope & Tech. with Claudette Colbert.

STRAND
I Died a Thousand Times (WB) C'Scope & WarnerColor with Shelley Winters.

CAPITOL
Reap the Wild Wind (Para.) Tech. with John Wayne.

VANCOUVER

CAPITOL
2nd wk. The Tender Trap (MGM) C'Scope & Color with Frank Sinatra.

PLAZA
Lady Godiva (E-U) Tech. with Maureen O'Hara.

VOGUE & ODEON
2nd wk. I Am a Camera (Alliance) with Julie Harris.

ORPHEUM
Quentin Durward (MGM) C'Scope & Color with Robert Taylor.

United Artists premiere "Man With the Golden Arm" in New York City, Dec. 15. "Seventeen" magazine chooses **Paramount's Martin-Lewis** comedy, "Artists and Models" as Picture-of-the-month.

20th-Fox sets up one of the highest-budgeted campaigns in their C'Scope history for the Christmas release, "The Rains of Ranchipur" starring **Lana Turner, Richard Burton, Michael Rennie** and **Fred MacMurray. Aldo Ray** co-featured with **Donna Reed** in the Columbia production "Beyond Mombassa," to be filmed in Africa.

Filming to start in April on **Metro's** adaptation of the Broadway success, "The Teahouse of the August Moon." **Universal's** "To Hell and Back," rolls up all-time company record for its first five days in New York.

JARO's "Simon and Laura" in the editing stage at Pinewood with **Peter Finch** and **Kay Kendall** top-cast. **Republic's Ray Milland** feature "Lisbon," before the cameras in Portugal.

"Hell on the Dock" new title for **Warner's Alan Ladd** production "The Darkest Hour," with **Edward G. Robinson** and **Joanne Dru.** "The Littlest Outlaw," **Walt Disney's** newest production, to be previewed in New York Dec. 15.

Filming of **Cecil B. DeMille's** "The Ten Commandments" continuing at progressive pace with new actors joining the impressive cast headed by **Charlton Heston, Anne Baxter, Judith Anderson** and **Sir Cedric Hardwicke.** Producer **Sam Zimbalist** in New York selecting locations for **MGM's Bette Davis** starrer, "The Catered Affair."

Universal re-unites successful star-director-producer-writer team of "To Hell and Back" for their big feature, "Apache Agent." **Jack L. Warner** announces that he has signed **Tab Hunter** to star in "The Burning Hills," a romantic action story of the Southwest.

Noted choreographer **Jerome Robbins** back in New York after staging ballet sequence for **20th-Fox's** "The King and I."

the pictures from

JARO

speak for themselves...
where they count the
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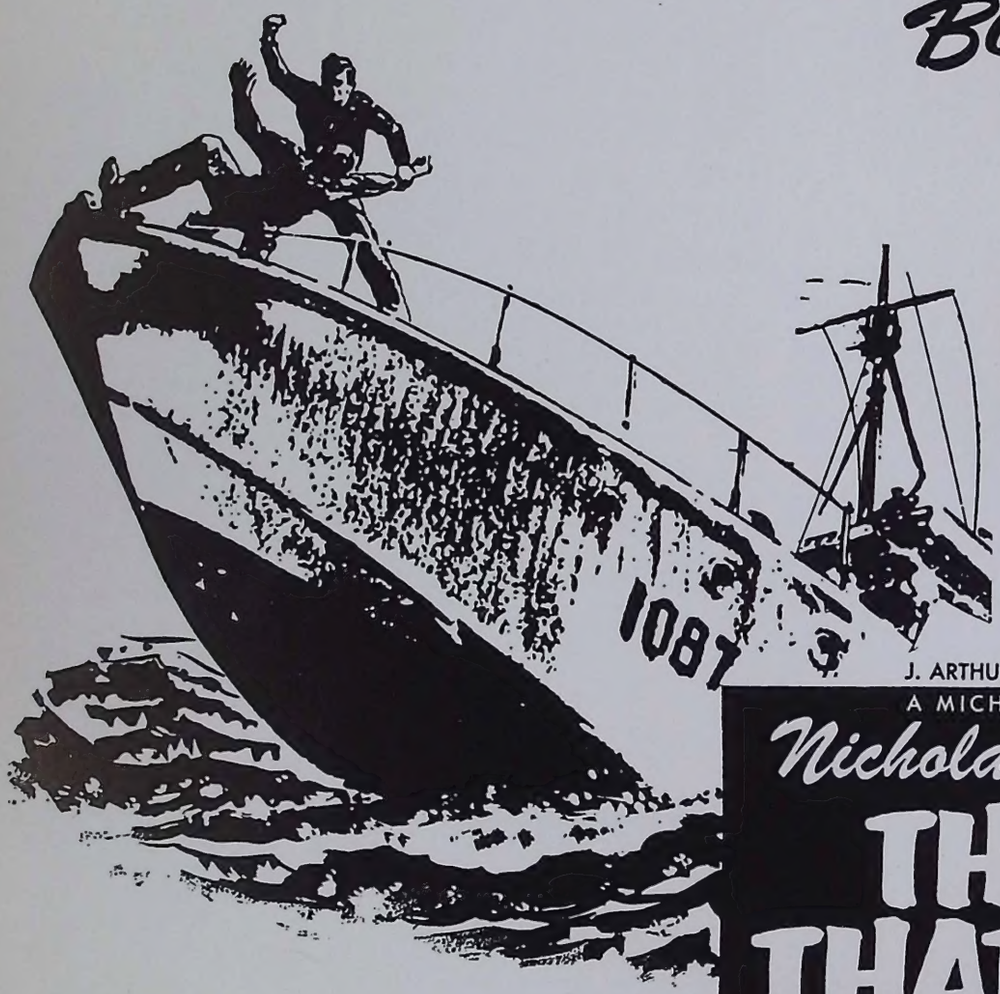

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